

## **ARTICLE EIGHT: SIGNS**

### **Section 8.1 General**

- A. The sign regulations set forth in this Article are made in accordance with an overall plan and program for the public safety, preservation of property values, and the general welfare of the Village. The enactment of these Sign Regulations will establish reasonable standards for commercial and other advertising through the use of signs in order to maintain and encourage business activity, and to avoid uncontrolled proliferation of signs. These are also intended to aid in traffic control and traffic safety; preserve and protect property values; lessen congestion of land and air space; provide against undue concentrations of signs which distract and endanger traffic safety and traffic flow; recognize the rights of the public in roads, streets, and highways; and to preserve the character of the Village through a community plan that provides for a pleasant, healthful, spacious, clean, and well-balanced community.
- B. These sign regulations distinguish between on-premise and off-premise business signs. The restriction of off-premise business signs will significantly aid in the realization of the goals and purposes recited above.
- C. These sign regulations specifically exclude regulation of nonbusiness signs except insofar as necessary to prevent imminent danger to the health or safety of the public.
- D. These sign regulations specifically distinguish between outdoor advertising sign structures and signs. At the same time, the regulations recognize that a limitation upon the size, number, and spacing of such structures is consistent with and will further the goals expressed in this Article.

### **Section 8.2 Definitions**

For the purposes of this Ordinance, the definitions listed in this Article shall have the meaning specified herein, except where the text of this Ordinance clearly indicates or requires a different meaning.

#### **8.2.1 Letter A:**

- A. **Awning** shall mean an architectural projection that provides weather protection, and is wholly supported by the structure to which it is attached. The awning may provide a business sign or identification, or decoration of the structure to which it is attached. An awning is comprised of a lightweight, ridged skeleton structure over which a rigid covering is attached.

- B. **Awning or canopy sign** shall mean an on-premise business sign other than a projecting sign located upon a canopy or awning.

8.2.2 Letter B:

- A. **Banner** shall mean a strip of flexible material such as cloth, paper, or plastic, securely fastened on all corners to a building or a structure and used to advertise a special event.
- B. **Bulletin board sign** shall mean a sign of permanent character, but with manually movable letters, words, or numerals indicating the names of persons associated with or events conducted upon or products or services offered upon the premises where such sign is maintained.
- C. **Business sign** shall mean a sign which directs attention to or identifies a business or which directs attention to or identifies a commodity, service or entertainment to be sold or offered for sale. Any sign displaying the name of a business enterprise shall be conclusively presumed to be a business sign. Any sign displayed on a lot occupied by a business enterprise shall be presumed to be a business sign.

8.2.3 Letter C:

- A. **Canopy** shall mean an architectural projection that provides weather protection and is supported by the building to which it is attached and the outer end by not less than two stanchions. A canopy is comprised of a rigid structure over which a rigid covering is attached. The awning or canopy may provide a business sign or identification, or decoration of the structure which it is attached to. A canopy shall have a projection of no less than two feet.
- B. **Carport, freestanding** shall mean a freestanding roof structure open on all sides intended to provide protection for motor vehicles parked below. For purposes of signage, signs on freestanding carports shall be treated as wall signs.

8.2.4 Letter D: Reserved.

8.2.5 Letter E:

- A. **Electronic bulletin board** shall mean a sign of permanent character, but with electronically changeable letters, words, or numerals indicating the names of persons associated with or events conducted upon or products or services offered upon the premises where the sign is maintained which changes no more than once in any fifteen minute period, illuminated internally by means of electric bulbs or other similar methods, controlled electronically and able to be programmed to change indefinitely.

B. **Electronic message sign - changing** shall mean a sign displaying words or numerals indicating the names of persons associated with or events conducted upon or products or services offered upon the premises where the sign is maintained, which changes more than once in any fifteen minute period, and is illuminated internally by means of electric bulbs or other similar methods, controlled electronically and able to be programmed to change indefinitely.

8.2.6 **Letter F:**

A. **Flag, business** shall mean a flag displaying the name, insignia, emblem, or logo of a profit-making entity.

B. **Flag, public** shall mean a flag displaying the name, insignia, emblem, or logo of any nation, state, municipality, or noncommercial organization.

C. **Flashing sign** shall mean a sign which exhibits artificially changing light or color effects which is visible from the right-of-way or adjoining properties.

D. **Freestanding sign or outdoor advertising sign structure** shall mean a sign or outdoor advertising sign structure secured to the ground and not attached to a building.

8.2.7 **Letter G:** Reserved.

8.2.8 **Letter H:**

A. **Height, sign or outdoor advertising sign structure** shall mean the height of a sign or outdoor advertising sign structure and shall be the distance from the top of the highest portion of the sign or structure to:

1. the grade at the foundation of the sign or outdoor advertising sign structure; or
2. the average grade of the lot, whichever distance is greater.

8.2.9 **Letter I:**

A. **Illuminated sign** shall mean a sign designed to give forth any artificial light or reflect light from any artificial source.

B. **Instructional or directional sign** shall mean a sign conveying instructions or directions with respect to the lot on which it is located. A business name or logo may be a part of an instructional or directional sign, providing that it occupies less than fifty percent of the surface area.

8.2.10 through 8.2.13      Letters J through M: Reserved.

8.2.14 Letter N:

- A.    **Nonconforming sign or outdoor advertising sign structure shall mean a nonconforming sign or outdoor sign structure which:**
1.    A sign or outdoor advertising sign structure lawfully erected, constructed, installed, or maintained prior to the enactment of the regulations in this Ordinance, which does not conform to the standards or requirements for permitted signs and is not specifically prohibited.
  2.    A sign or outdoor advertising sign structure lawfully erected, constructed, installed, or maintained after the enactment of the regulations in this Ordinance, which does not conform to existing standards or requirements for permitted signs because of annexation, change in zoning districts, or amendments to this Article.

8.2.15 Letter O:

- A.    **Off-premise sign shall mean a business sign which is not included in the definition of "On-premise sign."**
- B.    **On-premise sign shall mean a business sign which relates solely to a use or business conducted upon, or to a principal product, service or entertainment sold, provided, or offered upon the lot where the sign is located.**
- C.    **Outdoor advertising sign structure shall mean a standardized outdoor advertising display, including the permanent framework, structural members, support or support foundation, scaffolding and illumination, facing or panels, and message, which is intended and whose customary use is to mount periodically changing commercial displays and which is made generally available for display to the public by the owners on a short term basis. Such structures shall be limited to the three following standardized structures:**
1.    The thirty sheet poster panel or painted bulletin, whose outside dimensions, including trim, if any, but excluding the base, apron, supports, and other structural members, is approximately twelve feet by twenty-five feet, containing approximately three hundred square feet of total display area.
  2.    The one hundred fifty square foot face, commonly painted rather than posted.

3. The junior panel, whose outside dimensions, including trim, if any, but excluding the base, apron, supports, and other structural members, is approximately six feet by twelve feet, containing approximately seventy-two square feet of total face area.

8.2.16 Letter P:

- A. **Pennant** shall mean any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.
- B. **Portable sign** shall mean a sign not permanently anchored or secured to either a building or the ground such as, but not limited to, an "A" frame, an inverted "T" shaped sign, and sign affixed to a chassis with wheels for towing.
- C. **Projecting yard sign** shall mean a sign attached to and erected approximately perpendicular to the wall of a structure; including a sign erected at the corner of a structure and projecting into an open space or yard, but not projecting into the right-of-way of any street, sidewalk, alley, or other public property.
- D. **Public promotion sign** shall mean a sign which promotes a general civic pride for the Village, or a portion of the Village, or a district of the Village, or a specific charitable or not-for-profit event or organization. No business name, business logo, device, symbol, or trademark shall be permitted on a public promotion sign.

8.2.17 Letter Q: Reserved.

8.2.18 Letter R:

- A. **Real estate sign** shall mean a sign advertising the sale, rental, or lease of the premises on which it is located, including a subdivision sign.
- B. **Roof overhang** shall mean a roof like structure projecting from the wall of the principal structure and which is not part of the roof of the structure.
- C. **Roof sign or roof outdoor advertising sign structure** shall mean a sign or outdoor advertising sign structure erected upon the roof of any structure.

8.2.19 Letter S:

- A. **Searchlight, sign** shall mean for the purposes of this Article, searchlights shall be considered signs which are used to announce, direct attention to, or advertise businesses.

- B. Sign** shall mean a sign shall include any writing including a word or numeral; pictorial representation including illustration; emblem including device, symbol, or trademark; flag including banner or pennant; or any figure of similar character which is used to announce, direct attention to, or advertise, and which is a structure or part thereof, or is attached to, painted on, or in any manner represented on a building or other structure. This definition shall not include the following:
1. Outdoor advertising sign structure or signs displayed thereon.
  2. Writings, representations, or other figures of similar character within a building unless it is a flashing sign or signs with lights.
  3. Nonpictorial color treatments on the surface of a building which do not include writing or other direct forms of advertising.
- C. Sign Triangle** shall mean an area at the street side of a corner lot which is measured by proceeding from the point of intersection of right-of-way property lines, along the lines for a distance of fifty feet, and connecting these points forming a triangle at the corner of the lot.
- D. Special event sign** shall mean a sign advertising or announcing a special community-wide event or activity conducted by or sponsored by or on behalf of a unit of local government, a charitable organization or a not-for-profit corporation. A special community-wide event or activity is one which occurs not more than twice in any twelve month period and which seeks to attract donations, participants, or customers throughout the Village of Tolono.
- E. Surface area, sign or outdoor advertising sign structure** shall mean the smallest convex geometric figure encompassing the maximum projected area of the volume on a flat plane which completely encloses the extreme limits of the surface display area of writing, representation, emblem, or other figure of similar character or potential display area of an outdoor advertising structure, together with any material or color forming an integral part of the display or used to differentiate such sign or outdoor advertising sign structure from the background against which it is placed. Such measurement shall exclude the necessary supports or uprights on which the sign is placed, unless the supports or uprights constitute part of the display because of the predominant overall concept of the sign.

**8.2.20 Letter T:**

- A. Temporary sign** shall mean a sign not permanently affixed to a building or in the ground which is intended to be displayed for not more than a thirty day period and that is not actually displayed for any longer than thirty days.

B. **Theater marquee** shall mean a canopy with changeable letters which is attached to a building that currently functions or has historically functioned as a theater.

8.2.21 Letter U: Reserved.

8.2.22 Letter V:

A. **Vexillum flag** shall mean a vertical flag, fixed at the top and bottom to an anchored pole to minimize movement with wind currents and does not display a sign.

B. **Vexillum sign** shall mean a vertical flag, mounted over the public right-of-way, fixed at top and bottom to an anchored pole to minimize movement with wind currents.

8.2.23 Letter W:

A. **Wall sign or outdoor advertising sign structure** shall mean a sign or outdoor advertising sign structure attached to, erected against or painted upon the wall of any building with the exposed face thereof in a plane parallel to the plane of such wall, and which sign is mounted at a distance measured perpendicular to such wall, no greater than eighteen inches. A wall sign shall include signs suspended from the ceiling of a marquee, canopy or vestibule where such sign does not project into the street right-of-way or a freestanding sign or freestanding outdoor advertising sign structure any part of which is parallel to and any part of which is within twenty-four inches of a wall.

8.2.24 through 8.2.26 Letters X, Y, Z: Reserved.

### Section 8.3 Limitations on Signs

8.3.1 Compliance and required permits:

A. No sign or outdoor advertising sign structure may be erected, constructed, established, maintained, enlarged, relocated, or changed by a person except in accordance with the provisions of this Article.

B. **Permit required.** No sign or outdoor advertising sign structure may be installed, erected, constructed, or placed without a permit from the Zoning Administrator, except as specifically provided for by this Article. The permit fee shall be as established from time to time by the Village Board of Trustees. No permit may be issued for a sign or outdoor advertising sign structure which is not permitted under this Ordinance or which is not in compliance with applicable construction codes.

**8.3.2 Prohibited hazardous signs:**

- A. No person shall erect, construct, establish, maintain, enlarge, or relocate any of the following signs which:
1. is structurally unsafe; or
  2. constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation, or abandonment; or
  3. is not kept in good repair; or
  4. is capable of causing electrical shocks to persons likely to come in contact with it; or
  5. is supported by hanging or swinging from eye bolts, cables, or similar means.
- B. Any sign or outdoor advertising sign structure which, by reason of its size, location, content, coloring, or intensity of illumination, constitutes a traffic hazard or a detriment to traffic safety by obstructing or detracting from the visibility of any governmentally erected traffic sign or control device, or any sign which resembles a traffic sign or control device. This Section shall not be construed to prohibit on-site directional signage that does not interfere with official traffic control signage.
- C. Signs or outdoor advertising sign structures which make use of words such as "Stop", "Look", "Danger", or any other words, phrases, symbols, or characters, in such a manner as to interfere with, mislead, or confuse traffic.
- D. Any sign or outdoor advertising sign structure which obstructs free ingress to or egress from a required door, window, fire escape, or other required exits.

**8.3.3 Prohibited illegal or nonconforming signs:** No person shall erect, construct, establish, maintain, enlarge, or relocate any of the following:

- A. Any sign or outdoor advertising sign structure, not erected by the Village or its agents, which extends over or touches upon any Village property or public right-of-way unless specifically permitted by this Article.
- B. Any nonconforming sign or outdoor advertising sign structure which refers to a business no longer in existence or in operation at the location advertised.
- C. Business signs advertising nonconforming uses which do not conform to the Sign Regulations of the most restrictive district where the nonconforming uses are permitted.



- D. Any sign or outdoor advertising sign structure unlawfully constructed, installed, erected, or maintained.

**8.3.4 Signs with moving parts or changing messages:**

- A. Banners, pennants, spinners, portable signs, and streamers are prohibited except pursuant to a permit if provided for in this Article.
- B. Any signs with moving parts or the appearance of moving parts shall be regulated as follows:
  - 1. Any flashing sign, changing electronic message sign, or any illuminated sign whose lighting projects into a residential area or public right-of-way are prohibited even if indoors if they are visible from the right-of-way.
  - 2. Any sign which has any visible moving part, visible revolving parts or visible mechanical movement of any description or other apparent visible movement achieved by electrical, electronic, or mechanical means, including intermittent electrical pulsations, or by action of normal wind currents are prohibited even if indoors if they are visible from the right-of-way or residential areas with the exception of searchlights as permitted elsewhere by this Article.
- C. Time and temperature signs, electronic bulletin boards, and bulletin board signs shall be permitted in accordance with district regulations in this Article.
- D. Outdoor stadiums and indoor arenas with a seating capacity of two thousand or greater shall be permitted to have one changing electronic message sign.

**8.3.5 Special event signs and lights requiring a permit:**

- A. **Permit and fee required.** No special event sign or searchlight shall be erected or maintained on or over any property owned or controlled by the Village by any person without first obtaining a permit issued by the Zoning Administrator, who shall consider the requirements and restrictions of this Section in approving or disapproving the method of display, location, number, and sizes of signs. The permit fee shall be as established by the Village Board of Trustees (Refer also to Section 8.3.1.B).

- B. Numbers and sizes of signs.** The number of special event signs shall comply with the following:
1. Except as provided pursuant to this Section, permits shall be granted for no more than ten special event signs to be displayed on any day. Where approved applications are received from more than one organization for such signs to be displayed on the same day, and the total number exceeds the maximum provided in this Section, each organization shall receive a pro-rata number of such signs.
  2. Except as provided pursuant to this Section, special event signs shall be no larger than fifty square feet in surface area.
  3. Permits may be granted to not-for-profit corporations who have entered into agreements with the Village for the display of special event signs which are advertising for public benefit signs or vexillum public promotion signs. Such agreement shall be for a duration of up to one year. Such agreements may be executed by the Village President after the form has been approved by the Village Attorney.
- C. Length of time of display.** The length and time of display for special event signs shall comply with the following:
1. Special event signs shall be displayed for not more than a consecutive thirty day period.
  2. No more than two days following the special event for which a sign permit is granted pursuant to this Section, such special event signs shall be removed and the area where such signs have been displayed shall be cleaned and restored to its condition prior to display of such signs.
- D. Searchlights.** A searchlight may be used for a special event, provided a permit is issued by the Zoning Administrator. The operation of the searchlights shall be limited to Friday, Saturday, and Sunday, but not between the hours of 11:00 p.m. and 7:00 a.m. A searchlight shall be limited to a single beam, of no more than one thousand six hundred million foot candles. The light must be positioned so as to project a beam vertically, but not less than a minimum angle of forty-five degrees from grade level, and must be designed and maintained so as to prevent beam rays of light from being directed at any portion of the traveled ways or adjoining property, and no light shall be of such intensity or brilliance to cause glare or impair the vision of the driver of any vehicles.

## **Section 8.4 Signs Permitted in All Districts Without a Permit**

**8.4.1 Instructional or directional sign:** The total area for all instructional and directional signs on any premise shall not exceed the area as specified below. Such signs shall not exceed three feet six inches in height. A business name or logo may be a part of an instructional or directional sign providing that it occupies less than fifty percent of the surface area.

[This is intended to allow exit and entrance signs to direct customer traffic. The total amount of signage relates to the zoning district.]

- A. RS, R-1, and R-2 districts shall not exceed six square feet.
- B. R-3 and R-4 districts shall not exceed twelve square feet.
- C. Lots of five acres or less in CN and CB districts shall not exceed sixteen square feet.
- D. Lots greater than five acres in CN and CB districts and all lots in the I-1 district shall not exceed sixteen square feet per street frontage.

**8.4.2 Signs for on-site customer traffic:** Such signs shall be presumed not readable from the right-of-way if the following conditions are met:

[This permits business which by their nature conduct a major portion of their business out-of-doors to communicate to on-site customers.]

- A. The sign is placed a minimum of twenty feet from any adjacent street right-of-way.
- B. Letters on the sign are less than one and one-half inches in height.
- C. Pictures or logos on the sign are less than one and one-half square feet.

**8.4.3 Real estate sign:** One real estate sign per street frontage may be placed on a lot provided it is removed within ten days after closing and the total surface area of the sign does not exceed the following sizes:

- A. RS, R-1, and R-2 districts shall not exceed six square feet.
- B. R-3 and R-4 districts shall not exceed twelve square feet.
- C. Lots less than five acres in CN and CB districts shall not exceed sixteen square feet.

- D. Lots five acres or greater in CN and CB districts and all lots in I-1 district shall not exceed thirty-two square feet.
- E. **Undeveloped property.** One thirty five square foot real estate sign per frontage is permitted for undeveloped property under the following circumstances:
  - 1. In subdivisions where four or more undeveloped lots exist. Said sign shall be allowed in lieu of individual lot signs.
  - 2. Where the individual undeveloped lot exceeds two acres.

8.4.4 **Construction site signs:** Such signs shall not exceed thirty-five square feet in area. Such signs shall be placed only when visible work is being conducted upon the property and shall be removed within fourteen days of completion of the construction. For purposes of this type of sign, visible work shall include contractor trucks being located on site or work being conducted outside on the property or on the exterior of the structure located on the property.

8.4.5 **Garage sale signs:** Signs announcing auctions and garage sales shall not exceed five square feet in area. Such signs shall be posted not more than two days before and shall be removed two days following the event, with a total time of display not to exceed six days; such signs shall not be attached to or located on public property.

8.4.6 **Nonbusiness signs:**

- A. Any sign not defined as a business sign and not specifically prohibited by this Article or regulated by this Section.
- B. Signs used to identify the street address of a commercial building and not exceeding five square feet in area.
- C. Parking signs not exceeding six square feet in area.
- D. Signs required by Federal, State, or local laws for the operation of certain businesses shall not exceed seven square feet.
- E. Public flags and one additional business flag. The business flag shall not exceed four feet by six feet, and shall be mounted on a flag pole.

8.4.7 **Political Election Signs:**

- A. No political election signs may be placed on any property without the permission of the owner of said property.

- B. The location and number of political election signs in and around polling places shall be in accordance with Federal, State, and County laws, rules and regulations.
- C. The maximum size of any one sign shall be eight square feet.
- D. No political election sign shall be erected prior to thirty days before an election.
- E. All political election signs shall be removed four days following an election.

## **Section 8.5 Administration and Enforcement**

- 8.5.1 **Nonconforming signs:** Every lawful nonconforming sign shall be discontinued and removed, or changed to a conforming sign, within a period of two years from the effective date of this Ordinance, provided that the signs, at the effective date of this Ordinance, are maintained in connection with and upon the same lot as a lawful nonconforming use. They may be repaired or replaced with signs similar in size and character, but may not be enlarged or otherwise altered, or may the illumination or lack of illumination thereof be changed.
- 8.5.2 **Nonconforming outdoor advertising sign structures:** Nonconforming outdoor advertising sign structures shall be removed or made conforming within two years of the date the sign became nonconforming provided, that:
  - A. Nonconforming outdoor advertising sign structures attached to and parallel to walls, freestanding and parallel, to any part of which are within three feet of a wall may continue in existence, be rebuilt or maintained, but not enlarged or increased in height.
  - B. Nonconforming outdoor advertising sign structures which are freestanding may continue in existence, be rebuilt or maintained, but not enlarged or increased in height provided that such structures shall be limited to:
    - 1. A maximum of three hundred square feet of display space in CB Districts (back-to-back three hundred square feet display areas shall be permitted).
    - 2. A maximum of six hundred square feet of display in all industrial zones, provided, that outdoor advertising sign structures which are currently in existence but which are removed and relocated to any new site which is in an industrial zone. Such relocated nonconforming outdoor advertising sign structures shall not exceed six hundred square feet in surface display or be located within five hundred feet of another outdoor advertising sign structure measured along the same side of the street. Relocated nonconforming outdoor advertising sign structures shall also meet separation height and setback

restrictions. The relocation of such outdoor advertising structures shall occur within no more than twenty-four months following their removal. Such relocated outdoor advertising sign structures shall be deemed conforming when relocated in compliance with this Section.

**8.5.3 Removal of illegal signs:**

- A. Prohibited signs or outdoor advertising sign structures shall be removed or modified within fifteen days notice from the Zoning Administrator.
- B. Signs which refer to businesses no longer in existence or operation at the locations advertised shall be removed within fifteen days from the effective date of discontinuance of the business at the location advertised.

**8.5.4 Administrative action - violation:**

- A. Whenever it shall appear to the Zoning Administrator that any sign has been constructed or erected, or is being maintained in violation of any of the terms of this Article, or after a permit for a sign has been revoked or become void, or when a permit was never issued, the Zoning Administrator is empowered to issue a notice in writing to the owner or lessee of the sign, or the owner of the premises upon which the sign is erected or maintained. Such notice shall inform such person of the violation, and shall direct him/her to make such alteration, repair or removal as is necessary to secure compliance with this Article within a reasonable time limit as determined by the Zoning Administrator, which shall not be more than sixty days. The person receiving such notice shall comply with the terms thereof.
- B. Upon failure of the sign or outdoor advertising sign structure owner to comply with the terms of the notice of violation, the Zoning Administrator shall notify the Village Attorney to take appropriate legal action towards the person(s) named in the notice of violation.

**Section 8.6 Sign Regulations by District**

**8.6.1 Residential district regulations:**

- A. Signs in the residential districts may be erected at a maximum of one non-illuminated business on-premise sign, not exceeding one square foot in total surface area, in connection with a home occupation.

- B. Illuminated nameplates are permitted subject to the following regulations:
1. In RS, R-1, and R-2 districts a nameplate shall not exceed forty-eight square inches in area and shall indicate only the name or name and address of the occupant. There shall be not more than one such nameplate for each dwelling.
  2. In the R-3 district, only such a nameplate shall be permitted for a single family or a two-family dwelling.
- C. Signs in the R-4 district may be erected at a maximum of:
1. One wall sign or signs with incised letters on stone background set as part of the building not to exceed four square feet.
  2. One freestanding sign per lot, located in the front or side yard provided that the total height of the freestanding sign shall not exceed six feet. The total area of the sign shall not exceed ten square feet if the lot the sign is located on does not exceed twenty thousand square feet in size; fifteen square feet if the lot exceeds twenty thousand square feet in size.
- D. Signs for provisional uses are permitted in accordance with Article Five.
- E. Accessory parking lots. Within the R-3 and R-4 districts, signs used to identify the accessory parking lots and their associated uses are permitted provided the total surface area of the signage does not exceed six square feet.
- F. **Bulletin Board Signs.** Bulletin board signs shall be permitted in residential districts, for a maximum duration of three days at one location. A permit, issued annually by the Zoning Administrator, is required for each sign. Each sign shall not exceed 40 square feet in area. Only one sign is allowed for every one hundred feet of lot frontage.

8.6.2 CN, Commercial Neighborhood district:

- A. **Permitted wall signs.** One wall sign for each business occupying the lot shall be permitted, provided that the wall signs do not exceed seven percent of the wall area, up to a maximum of one-hundred square feet of total wall signage per business. Up to an additional thirty-five square feet of wall signage may be added to any one permitted wall sign per business, if no individual freestanding sign exists on the lot.
- B. **Permitted canopy signs.** Fascia mounted canopy or awning signs may be substituted for wall signs. The maximum area of such signs is fifty square feet.

- C. **Permitted freestanding signs.** The business occupying the building may erect and maintain one two-dimensional freestanding business on-premises sign per street frontage per lot, subject to the following limitations:
1. The sign shall not exceed thirty-five square feet in area for a single business or seventy square feet for more than one business.
  2. The height of the sign shall not exceed twelve feet.
  3. For freestanding signs which advertise more than one business, at least ten percent and not more than sixty-five percent of the total sign face shall be devoted to an individual business.
  4. When a lot is a corner lot, and when a freestanding sign is erected in the sign triangle, no additional freestanding sign may be erected with sign faces oriented in the same direction. If a four-sided sign is erected in the triangle, no additional freestanding sign shall be permitted on the lot.
- D. **Illumination.** Exterior signs may be illuminated between the hours of 7:00 a.m., or the opening time, whichever is earlier, and 11:00 p.m., or the close of business, whichever is later. Where a sign is illuminated by light reflected upon it, direct rays of light shall not beam upon any part of any existing residential building nor into a residential district, or into a street. A sign in direct line of vision of any traffic signal shall not have red, green or amber illumination.
- E. **Temporary signs.** A business shall be permitted to display one temporary sign or portable sign advertising on-premise activities for not more than a total of four weeks per calendar year with no period of display being less than one week. Temporary signs shall conform with the size and height provisions for the CN District. The permit for a temporary sign shall stipulate the number and type of temporary signs and dates of display.
- E. **Grand opening signs.** A business shall be permitted to display one temporary or portable sign per business frontage advertising or announcing a new on-site business for a period not to exceed thirty days from the date the business was started. The permit for a grand opening sign shall stipulate the number and type of temporary signs and dates of display. Additionally, within the first thirty days of the operation of a new on-site business, a business shall be permitted to display grand opening signage for a period of no more than three days running Friday through Sunday. This additional grand opening signage may include oversized banners, inflatable signs and balloons, and searchlights as limited below:



1. An oversized banner is limited to twenty-five percent of the area of the wall upon which it is placed. Such banners must be securely fastened to minimize wind movement.
2. A searchlight is limited to a single beam of no more than one thousand six hundred million foot candles. Such lights must be positioned so as to project all beams vertically, but not less than a minimum angle of forty-five degrees from grade level, and must be designed and maintained so as to prevent beam rays of light from being directed at any portion of the traveled ways or adjoining property, and no light shall be of such intensity or brilliance to cause glare or impair the vision of the driver of any vehicles. No searchlight may be operated between the hours of 11:00 p.m. and 7:00 a.m.
3. An inflatable sign or balloon may not exceed twenty-five feet in height and shall not obstruct visibility necessary for safe traffic maneuvering. Such signs shall be set back from any property line a minimum distance equal to the height of the balloon plus five feet, and shall maintain a ten foot clearance from any overhead electrical wire. No more than one such inflatable device shall be allowed on any premises. Any such sign or balloon must be secured to minimize wind currents.

F. **Bulletin Board Signs.** Bulletin board signs shall be permitted subject to the limitations as provided for in this Article. A permit, issued annually by the Zoning Administrator, is required for each sign. Each sign shall not exceed 40 square feet in area. Only one sign is allowed for every one hundred feet of lot frontage.

#### 8.6.3 CB. Central Business district:

A. **Business signs.** On-premise business signs shall be permitted subject to the limitations as provided for in this Article and, except those signs in planned regional shopping centers, shall comply with this Article.

1. When a lot is a corner lot, and when a freestanding sign is erected in the sign triangle, no additional freestanding sign may be erected with sign faces oriented in the same direction. If a four-sided sign is erected in the triangle, no additional freestanding sign shall be permitted on the lot.

B. **Outdoor advertising sign structures.** Outdoor advertising sign structures shall be permitted subject to the limitations as provided for in this Article.

- C. **Business lots without street frontage.** One business sign shall be permitted, provided that the lot upon which the business identified by such sign, does not abut a public street and is not readily visible from a public street. Such signs shall have a maximum surface of twenty-five square feet and a maximum height of twenty-five feet, and shall be located not more than two hundred feet from the lot of the business which is to be identified.
- D. **Illumination.** Exterior signs may be illuminated between the hours of 7:00 a.m., or the opening time, whichever is earlier, and 11:00 p.m., or the close of business, whichever is later. Where a sign is illuminated by light reflected upon it, direct rays of light shall not beam upon any part of any existing residential building nor into a residential district, or into a street. A sign in direct line of vision of any traffic signal shall not have red, green or amber illumination.
- E. **Temporary signs.** A business shall be permitted to display one temporary sign or portable sign advertising on-premise activities for not more than a total of four weeks per calendar year with no period of display being less than one week. Temporary signs shall conform with the size and height provisions for the I-1 district. The permit for a temporary sign shall stipulate the number and type of temporary signs and dates of display.
- F. **Grand opening signs.** A business shall be permitted to display one temporary or portable sign per business frontage advertising or announcing a new on-site business for a period not to exceed thirty days from the date the business was started. The permit for a grand opening sign shall stipulate the number and type of temporary signs and dates of display. Additionally, within the first thirty days of the operation of a new on-site business, a business shall be permitted to display grand opening signage for a period of no more than three days running Friday through Sunday. This additional grand opening signage may include oversized banners, inflatable signs and balloons, and searchlights as limited below:
1. An oversized banner is limited to twenty-five percent of the area of the wall upon which it is placed. Such banners must be securely fastened to minimize wind movement.
  2. A searchlight is limited to a single beam of no more than one thousand six hundred million foot candle. Such lights must be positioned so as to project all beams vertically, but not less than a minimum angle of forty-five degrees from grade level, and must be designed and maintained so as to prevent beam rays of light from being directed at any portion of the traveled ways or adjoining property, and no light shall be of such intensity or brilliance to cause glare or impair the vision of the driver of any vehicle. No searchlight may be operated between the hours of 11:00 p.m. and 7:00 a.m.

3. An inflatable sign or balloon may not exceed twenty-five feet in height and shall not obstruct visibility necessary for safe traffic maneuvering. Such signs shall be set back from any property line a minimum distance equal to the height of the balloon plus five feet, and shall maintain a ten foot clearance from overhead electric lines.
- G. **Bulletin Board Signs.** Bulletin board signs shall be permitted subject to the limitations as provided for in this Article. A permit, issued annually by the Zoning Administrator, is required for each sign. Each sign shall not exceed 40 square feet in area. Only one sign is allowed for every one hundred feet of lot frontage.
- 8.6.4 **I-1 Industrial district:**
- A. **Business signs.** On-premise business signs shall be permitted subject to the limitations as provided for in this Article.
    1. When a lot is a corner lot, and when a freestanding sign is erected in the sign triangle, no additional freestanding sign may be erected with sign faces oriented in the same direction. If a four-sided sign is erected in the triangle, no additional freestanding sign shall be permitted on the lot.
  - B. **Outdoor advertising sign structures.** Outdoor advertising sign structures shall be permitted subject to the limitations as provided for in this Article.
  - C. **Highway signs.** Businesses located along the State Highway may increase the area of a freestanding sign, which is located on the frontage of a road parallel to the highway, to a maximum of one hundred fifty square feet in area and to a maximum height of fifty feet.
  - D. **Temporary signs.** A business shall be permitted to display one temporary or portable sign advertising on-premise activities for not more than a total of four weeks per calendar year with no period of display being less than one week. Temporary signs shall conform with the size and height provisions for the CN District. The permit for a temporary sign shall stipulate the number and type of temporary signs and dates of display.
  - E. **Grand opening signs.** A business shall be permitted to display one temporary or portable sign per business frontage advertising or announcing a new on-site business for a period not to exceed thirty days from the date the business was started. The permit for a grand opening sign shall stipulate the number and type of temporary signs and dates of display. Additionally, within the first thirty days of the operation of a new on-site business, a business shall be permitted to display grand opening signage for a period of no more than three days running Friday through Sunday.

This additional grand opening signage may include oversized banners, inflatable signs and balloons, and searchlights as limited below:

1. An oversized banner is limited to twenty-five percent of the area of the wall upon which it is placed. Such banners must be securely fastened to minimize wind movement.
  2. A searchlight is limited to a single beam of no more than one thousand six hundred million foot candlepower. Such lights must be positioned so as to project all beams vertically, but not less than a minimum angle of forty-five degrees from grade level, and must be designed and maintained so as to prevent beam rays of light from being directed at any portion of the traveled ways or adjoining property, and no light shall be of such intensity or brilliance to cause glare or impair the vision of the driver of any vehicles. No searchlight may be operated between the hours of 11:00 p.m. and 7:00 a.m.
  3. An inflatable sign or balloon may not exceed twenty-five feet in height and shall not obstruct visibility necessary for safe traffic maneuvering. Such signs shall be set back from any property line a minimum distance equal to the height of the balloon plus five feet, and shall maintain a ten foot clearance from any overhead electrical wire. No more than one such inflatable device shall be allowed on any premise. Any such sign or balloon must be secured to minimize wind currents.
- F. **Major retail stores.** Single-user retail stores with one hundred thousand square feet of gross floor area or larger and located in the I-1 district are allowed one freestanding sign up to one hundred square feet in area and may be a maximum height of thirty feet, if no other freestanding sign exists. Up to four wall signs may be installed on the principal elevation. One sign on the principal elevation may be up to two hundred fifty square feet, or other signs on the principal elevation may not exceed one hundred fifty square feet, and total signage on the principal elevation shall not exceed seven percent of the total wall area.
- G. **Bulletin Board Signs.** Bulletin board signs shall be permitted subject to the limitations as provided for in this Article. A permit, issued annually by the Zoning Administrator, is required for each sign. Each sign shall not exceed 40 square feet in area. Only one sign is allowed for every one hundred feet of lot frontage.

**END OF ARTICLE EIGHT.**